Lead a Communications Campaign Connecting Local Values to the Federal Mission



Project Title	Lead a Communications Campaign Connecting Local Values to the Federal Mission
Project Summary	Explore social media and digital marketing strategies in one of the most innovative agencies in the Federal Government at the Oregon Federal Executive Board. We are dedicated to developing the vocation of public service with inclusivity, diversity, and stewardship at the center of our work.
Country	United States

Project Description

The Oregon Federal Executive Board (OFEB) is a small team covering a wide range of topics that touch our federal community across agencies and at all levels, from emergency management to training to charitable giving. We are looking for an innovative, creative intern interested in exploring how design-centered thinking can be applied to disrupt the traditional and often too-stuffy realm of government communication. Our lean size and unique mission mean we have considerable leeway to explore tools and strategies, and are not constrained by the bureaucratic policies governing many large-agency programs. If you are interested in exploring what is new and exciting in the field, interested in the intersection of public service and the wider community, or enjoy exploring the process of innovation in the public space, this is the project for you!

Benefits: In this role you will have routine interaction with senior leadership across the federal community, from the FBI to the Forest Service, from our local community partners to congressional delegations. If you have an interest in the vocation of public service, and are interested in serving both your country and community, you will find tremendous satisfaction and opportunity in this role. We believe in making things happen-come up with a great idea, and we will find a way to realize it!

Key project elements include:

- 1. Managing OFEB social media accounts (facebook & Linked In) as well as exploring, making recommendations, and implementing new social media platforms (Instagram, others).
- 3. Designing promotional materials & infographics to inform and promote OFEB programs to the federal workforce and beyond
- 4. Localizing content to emphasize the unique aspects of Federal Service in the region- everything we do connects us to our local community, and connects that community to the wider federal mission! Federal Lands and the ethos of the American West play prominently in our community, and we are looking to present a picture of the federal government in a local context that is compelling and invigorates the vocation of public service.

5. Work with the senior leadership of all the federal agencies in the region to emphasize, promote, and connect programs of interest to the wider inter-agency and local communities

Required Skills or Interests

Skill(s)
Data visualization
Design thinking
Editing and proofreading
Graphic design
Infographic design
Research
Social media management
Storytelling/blogging/vlogging
Survey / polling design
Website design

Additional Information

We would ideally have two interns working together on different aspects of our various campaigns. This role requires frequent checking-in to ensure new and fresh content is posted, and occasional longer self-directed design sessions. Someone who is self-led, great at multi-tasking, and interested in sharpening their leadership and collaboration skills is essential.

Language Requirements

None